CANADIAN
MOVING PICTURE DIGEST

Vol. 22, No. 16 TORONTO 2, CANADA August 16th, 1930

WHEN M-G-M STARS 'EM THEY STAY STARRED!

Here's what your marquee needs for 1930-31 profits!

MARION DAVIES

NORMA SHEARER

GRETA GARBO

WILLIAM HAINES

JOHN GILBERT

32 STAR PICTURES
20 SPECIALS
TOTAL **52 M-G-M "Lucky Star Hits!**

JOAN CRAWFORD

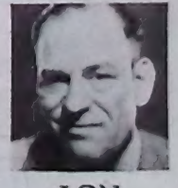
RAMON NOVARRO

DRESSLER-MORAN

LAWRENCE TIBBETT

BUSTER KEATON

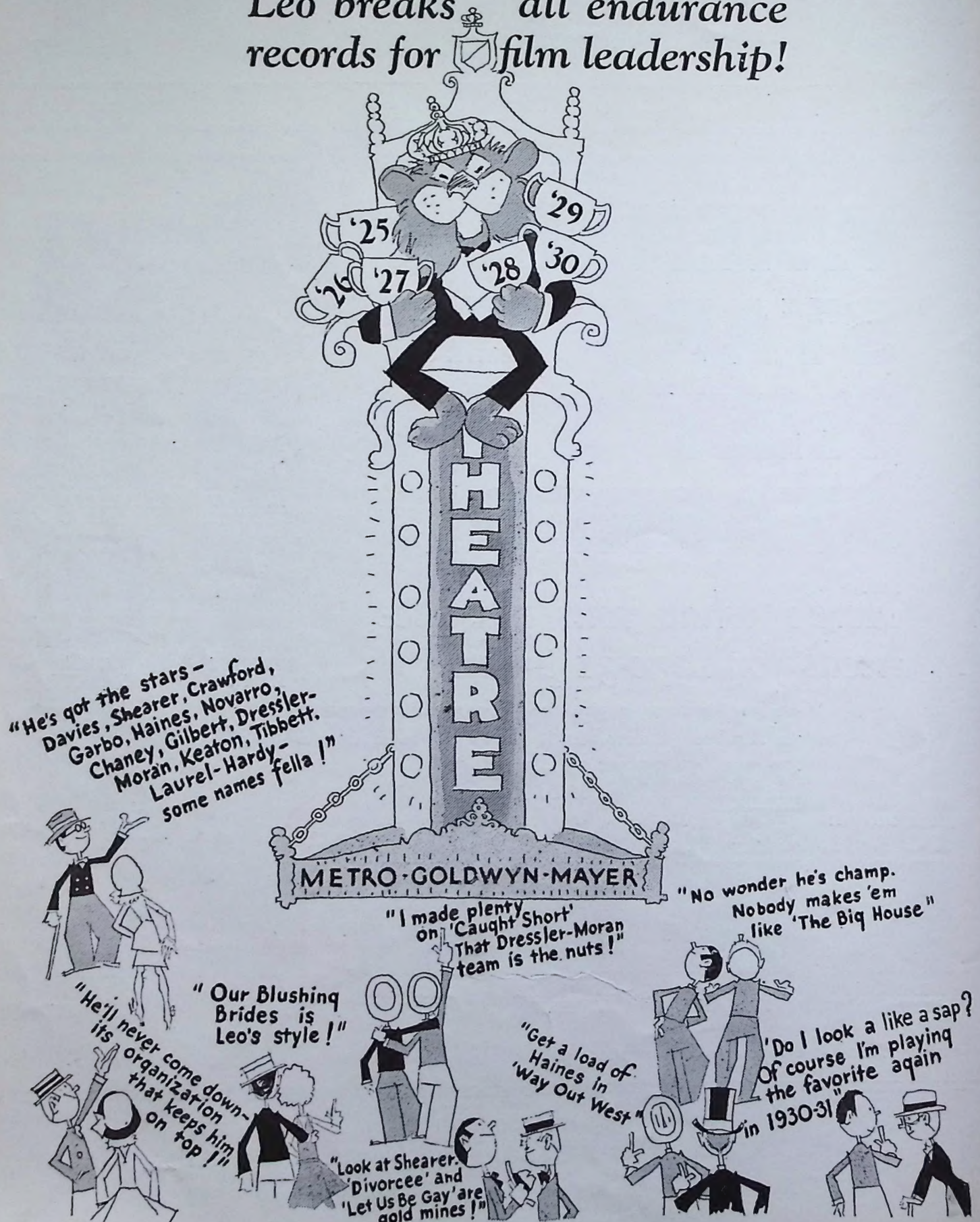
GRACE MOORE


LON CHANEY

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

THE "TOP-OF-THE INDUSTRY" SITTER!

Leo breaks all endurance records for film leadership!


'25
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THEATRE
METRO·GOLDWYN·MAYER
"He's got the stars – Davies, Shearer, Crawford, Garbo, Haines, Novarro, Chaney, Gilbert, Dressler-Moran, Keaton, Tibbett, Laurel-Hardy – some names fella!"
"I made plenty on 'Caught Short' That Dressler-Moran team is the nuts!"
"No wonder he's champ. Nobody makes 'em like 'The Big House"
"He'll never come down – its organization that keeps him on top!"
"Our Blushing Brides is Leo's style!"
"Look at Shearer. 'Divorcee' and 'Let Us Be Gay' are gold mines!"
"Get a load of Haines in 'Way Out West'"
"Do I look a like a sap? Of course I'm playing the favorite again in 1930-31"

Canadian Moving Picture DIGEST

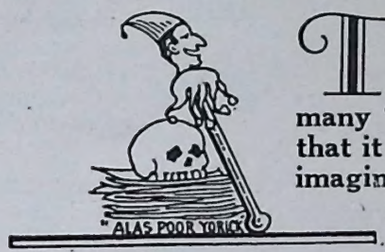
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto

Vol. 22, No. 16 | TORONTO 2, CANADA | August 16th, 1930

"Holding the Bag"



THE TERM is familiar even to the man with the dinner pail, so we offer no explanation.

Wall Street has witnessed and manipulated so many "grab-bags" for the dear little Mr. and Mrs. Public, that it would appeal to Wall Street's sense of humour, we imagine, if in the control of Motion Pictures, Wall Street found itself "holding the bag."

Several years ago we prophesied, possessing just an average amount of intelligence, and an average power of observation, that our picture magnates were managing their Motion Picture interests in such a manner as to give Wall Street control.

This was in the good old days of the Silent Film, when box-office receipts and film rentals made Motion Picture salaries look like the figures on the reserve of the Bank of England. At that period of building an Industry, it appeared to be a tragedy, to see our showmen gradually losing control.

But times have changed. We now have banking interests on our Motion Picture Boards, and our former Motion Picture Magnates have been displaced by Wall Street Financiers and Industrialists!

The Digest has always been keen on retaining the Showman at the head of a Showman's field of operation, but if millions in the bank look better to our Showmen than millions taken in nickels and dimes at the box-office, we have no quarrel with such a Millionaire Complex.

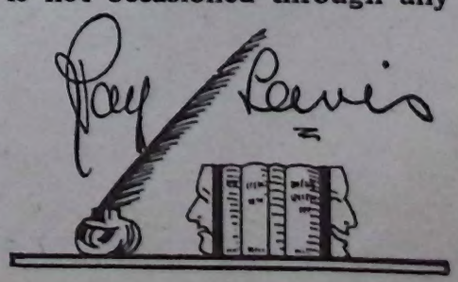
What we are now interested in discovering is whether the New Magnates will be left "holding the bag," for despite the revolutionizing of Motion Pictures by the entry of Sound Equipment, there is some malady gnawing at the vitals of Motion Pictures; and we are endeavoring to discover what it is!

Wall Street is not Show Business, nor can it ever be Show Business, because it was not born that way; and we contend that Showmen are born and not made, even though it is possible for some Showmen to be remade into better Showmen.

If one could read into the mind of Wall Street one would find therein a mental reaction to Show Business, which does not place it in the same grade, or class as banking, steel, oil, etc., etc.

The old vagabond idea which attached itself, even to the drama of the Shakespearean era, lies latent in the mind of business men toward the Show Business of today; and even our Motion Picture Magnates felt more flattered when they were invited to become bank directors, than they did holding the position as presidents of Motion Picture theatres, or producing units.

Therefor, we are led to believe that the control of the Motion Picture Industry, by the Leaders of Finance and Industry, is not occasioned through any desire upon the part of these men to become Showmen, but as a "means to an end," we will talk about "the end" some other time; and that the business of "holding the bag" may be part of the "great killing" just around the corner Television just turned!



RAY PRESENTS

RAY LEWIS

I HAVE been following the art of Norma Shearer for many years; and after mature consideration and mellowed observation, must vote Norma Shearer, our little Canadienne, the most charming of all our feminine screen stars, as well as the best screen box-office attraction.

This verdict of market values is judged upon all the points which make a star a real picture asset and investment; and includes beauty, charm of manner, personal magnetism, grace of carriage, voice value, and histrionic ability. If I could think of any more requisites I would give them to Norma Shearer, because she appears to combine "everything" required.

NORMA is certainly a lucky girl to have had such an excellent tie-up as Metro-Goldwyn-Mayer. Some companies make stars, and then, not sensing the value of their investment, or being too clumsy to handle star-dust, they spoil what they have made; but with Metro-Goldwyn-Mayer there appears to be a very much alive sense in star-making, preservation, and building.

Norma has been steadily growing in popularity and ability, and from a woman's standpoint, more beautiful yearly. In "Let Us Be Gay," she has just the style of a part which suits her to perfection; and Norma abandons herself to the enjoyment of it.

"LET US BE GAY" is an adaptation of the Rachel Crother's play. It is brimful of "smart" dialogue, and drawing-room situations which have grown up, or at least have been influenced by a Parisienne flair. It is just the kind of a picture that the "gentle sex" dote upon; and naturally, it appeals to men, since men intent always on being agreeable to women, who are agreeable to them, like the kind of entertainment which reveals those sex attractions.

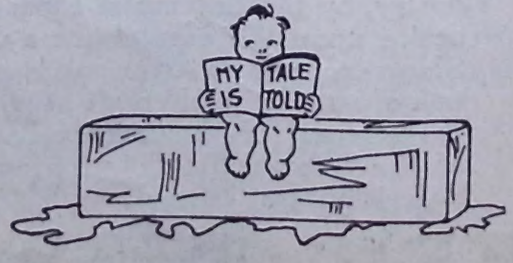
Norma is the overly-devoted wife, so busy watching the children, and making a "baby" out of hubby that she forgets to get a facial, or a water-wave; and consequently looks about as smart as a cabbage when ready for an outing with hubby. The result is what high-brows are now talking about "respectable promiscuity" on the part of hubby; and when one of the "little affairs," becomes so confident that she visits the home to let Norma (wifey) know just how she stands, Norma, who believes most religiously in monogamy, just cannot get over the revelation, divorces the prodigal husband, turns over a Parisienne leaf; and proceeds to become captivating, but pure, we found no impure evidence, until she again meets her first married love (Rod La Rocque) at a house party, and after some worldly philosophy, about the joys of philandering, Norma confesses there's nothing in it; and is glad to find that hubby is still sufficiently under the glamour of his first romance to offer his heart and hand to Norma.

THERE is the moral, and believe me or not, that audience that revelled in Norma's independence and dangerous flirtations, that audience which appeared to be sympathetic toward the husband when Norma decided to "give him the gate," that audience could be heard to heave a sigh of happiness when the fade-out found Norma and her husband in each other's arms, with the two nice kiddies to mother and father not far away.

I wish that all producers would make a study of the material in "Let Us Be Gay," the direction and production of same. It is what Motion Picture audiences want, as was evident by the packed theatre, Loew's, Toronto. Jules Bernstein, manager, was there counting how many odd seats could be found in the house in which to squeeze in the many hundreds waiting in line.

MARIE DRESSLER as an eccentric grande dame, was a treat. What an artist Marie Dressler is, always was, and always will be. Every action, every sentence good for a laugh, and laughs every second she had an opportunity to be in evidence. Rod La Rocque as the husband, looked good enough for any woman to "make a fuss over;" and played with excellent restraint. Hedda Hopper contributed an amusing character study with artistic skill. The work of Sally Eilers was good, as was also the work of Tyrell Davis, as Gilbert Emery. Robert Z. Leonard directed, and must feel elated and gratified at the most successful result of his skill.

"Let Us Be Gay" would make even a Jeremiah turn his lamentations into jubilations. It is "good for what ails you," exhibitors. My advice is "Get it!"



9 Northern Electric Equipped Theatres Win this Award

THE EXHIBITORS' HERALD-WORLD plaque for better sound reproduction has already been won by nine Northern Electric equipped houses.

Avalon Theatre	Ottawa, Ont.
Belle Theatre	Belleville, Ont.
Capitol Theatre	Peterborough, Ont.
Capitol Theatre	Moose Jaw, Sask.
Orpheum Theatre	Esteven, Sask.
Palace Theatre	Windsor, Ont.
Patricia Theatre	London, Ont.
Walkerville Theatre	Walkerville, Ont.
Royal Theatre	North Bay, Ont.

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Northern Electric
The VOICE of ACTION
SOUND SYSTEM

WESTERN ELECTRIC IN U. S. A.

Observations

By The Editor

SEVERAL years ago, about 1919, Paramount enjoyed a boycott brought about through Mr. J. C. Graham, its London representative, with the result that Paramount was forced to withdraw a contemplated flotation on the market, and to cease its theatre building operations in England.

History has again repeated itself in respect to Paramount, which appears to be only successful in its arrogant attitude in the U. S., but gets itself disliked when it adopts this method of doing business upon British territory. Although the C. E. A. has suspended its general boycott, it will adopt a "preferential treatment" directed against Paramount, because Mr. Graham designated the C. E. A. as a "bunch of shysters."

* * * *

ENGLISH exhibitors have been complaining of guarantees and disc charges. A committee was therefore appointed to interview the distributors in order to arrive at some form of adjustment, by way of arbitration. It appears that the Fox Film, United Artists, Gaumont British, Wardour Films, Jury-Metro-Goldwyn, Warner Bros., P. D. C., F.B.O., New Era Films, Butchers' Film Service, Universal and Paramount were respectively called upon, and the general council of the C. E. A. called an Emergency meeting to hear the report of the Committee, at Victory House, Leicester Square, London.

The only real complaint in the report was one lodged against the Paramount company. The Cinematograph Times presents an editorial called "Shysters" as a result of the report and starts off with, "Shysters" is not a very edifying description to apply to some 4,000 fellowmen, but it is the more remarkable coming as it does from one member of the C. E. A. to all the others."

* * * *

THE EDITORIAL continues to comment on the fact that J. C. Graham, "the representative of an American company, applied the term of "Shysters" to those men with whom that company has been doing business for at least eighteen years." "Apparently," states the editorial," it has taken all the time which the person directing the destinies of that great company in Britain has spent in this country to make this amazing discovery. What makes it the more remarkable is the fact that this representative of Mr. Zukor should make the discovery so soon after Mr. Zukor himself had been honoured by all this wonderful crowd of "shysters" at a complimentary luncheon."

* * * *

THE CINEMATOGRAPH TIMES is the official organ of the Cinematograph Exhibitors Association; and not given to "losing its temper," as was evident in the language and behaviour of the Paramount representative. Therefore it is astonishing to find that, despite the fact that acting upon Mr. Graham's advice as Chairman of the K. R. S., a deputation termed "responsible and representative" of the C. E. A., asked for an interview with Mr. Graham, he being well aware of the object of this interview when it was granted, that this deputation should meet with such a lack of respect.

The report of the committee indicates that Mr. Graham "made no attempt to meet the facts," in regard to matters concerning guarantees and charges for discs, that his reply was in the negative and culminated in the gentlemanly epithet hurled at the committee of "shysters."

* * * *

PARAMOUNT, great on dignity, and short on courtesy, will be pleased to know, that despite Sidney R. Kent's excellent advice on the "arrogance" of big companies which reacts to the disadvantage of the company, the English representative of Paramount will henceforth be known by the title which he conferred upon himself, namely, "Shyster Graham," states the Cinematograph Times, "to distinguish him from such gentlemen as own that cognomen."

The Daily Film Renter of London, carries a full report of the Committee's Report also and gives in full the interview with Mr. J. C. Graham. The report states, "It was when the delegation visited Paramount, and interviewed Mr. J. C. Graham that the fireworks opened. Mr. Graham inquired if the delegation had come with a boycott ,and indicated that, if so, he was not prepared to talk to them. He also asked whether they came as representing his customers, and informed them he was not prepared to meet them as the C. E. A., but on the basis of customers who dealt with Paramount. This attitude reminds us of the situation of the Exhibitors' Co-operative Association of Canada, which appeared to be able to do business with all companies as an Association, with the exception of Paramount.

* * * *

THE OFFICIAL report states, "The interview had not proceeded very long before Mr. Graham indicated what would appear to rankle, which was the reference made at the previous day's meeting of the K. R. S., that reports from branches indicated that Paramount were the chief insisters upon guarantees."

"From that point Mr. Graham's temper seemed to us, to take the upper hand, and amongst other remarks which he made to the delegation were to inquire who paid them to go there."

* * * *

THIS reminds us of the attitude of a certain officer of the Canadian theatre company, who is always telling the "Picture World" that your editor is being paid by someone for trying to keep the Canadian Film Market open to Film Trade! It appears that "low minds run in the same sewers." But let us read the report, it is rather illuminating. "When informed that it was an unpaid service on behalf of the exhibitors, he said they would do better to go home and attend to their theatres; that they did not know how to build kinemas until Paramount built its Plaza; that if they wanted a fight, he would go down with his colours flying; and that, if necessary, he would come out against exhibitors, and build kinemas." (Now does that not sound like Paramount? I thought that Sidney Kent had a great deal to do with the training of Paramount representatives, but evidently it is still impossible for him "to make a silk purse out of a sow's ears.")

"As a climax to his outburst he so far forgot himself as to say to the Committee that they represented a lot of "Shysters."

(Continued on Page 7)

Observations

(Continued from Page 6)

"HE furthermore informed the committee 'that Paramount had made them wealthy, that without Paramount, Independents would be sunk, and that this action on our part was helping to strengthen the circuit that has already become a Frankenstein to independent exhibitors."

* * * *

"The Committee suggested to Mr. Graham that he might like to adjourn the meeting, but he told the deputation that he would run his business as he thought fit, and would accept no interference from the C. E. A., or anyone else, and that he would continue in the future as in the past."

* * * *

WELL, we live on the American continent; and usage refines certain words and expressions here for use, therefore, although as the Cinematograph Times states, "shyster" is certainly not an elegant expression, nor what is termed gentleman's language, we state that the English exhibitors will certainly be a "race of shysters" if they swallow what Graham delivered to them.

In Canada a Government went out of office and power recently, because its leader adopted an arrogant attitude in its position, and in answering the Opposition's appeal for unemployment relief, replied "Not a five-cent piece for unemployment under Tory Government."

That Premier of Canada will forever be known as a "five cent piker," and Paramount as a "Shyster Organization."

* * * *

HOWEVER, Major A. J. Gale, O.B.E., J.P., in the course of discussion which came with the Committee's Report, following the Paramount interview, said, "Since our interview with Mr. Graham, we have been greeting one another as "brother shysters."

"Of course, we say that in joke, but when your committee are told that they are there representing a body of "Shysters," are we in Great Britain going to put up with it?" (Cries of "No!")

"You cannot take back insults, and when you listen to a man speaking in a little bit of a temper, you are able to realize what is that man's opinion of the men in this business in this country. Many of them are looking upon Great Britain as a wholly foolish nation. It maybe true, but when they come and tell us in this Industry that we are "Shysters" it seems to me we must go back and give a faithful report which I believe must affect Paramount. We cannot expect that every exhibitor will say, "We cannot trade with Paramount, but I think there is a large percentage of our members who will only as a last resort book with them."

* * * *

ALDERMAN TROUNSON formally moved the adoption of the report, and Mr. Huddleston added, previous to the motion, "When a man has lost his temper in any argument, he has very largely lost his case, and we should employ proper strategy and proper tactics; then I think that the C. E. A. has a very good chance indeed to making even the big firm of Paramount feel exceedingly small."

Major Gale's propostion then resulted in the following resolution, "That we recommend our members to give effect to the Blackpool resolution by giving preference to those firms that indicate their acceptance of the fair trading condition demanded by the association in the knowledge that the business resulting to those firms will prove most effective in bringing other firms into line."

N. L. Nathanson In Big Talkie Deal

THE MANILA BULLETIN reports that "Nat Nathanson" visited the Philippines as exclusive far Eastern representative of the Duo-Tone Corporation, and completed a deal whereby the Lyric Film Exchange, Inc., secures sole installation rights of Duo-Tone for the Phillipines.

More than £1,000,000 is involved in the plans for the installation of talking motion picture equipment in the numerous theatres throughout the Phillipines!

Installation is proceeding in the Plandel and Metropolitan Theatres in Manila, the Victoria Theatre in Pasig, Rizal and the Cine Pasay in Pasay.

Reports from exhibitors are excellent.

THE WORK of installation in eighteen provincial theatres is also progressing in Lucina, San Fernando, Pampanza, Angeles, Malolos, Wagupan, Batangas, Lipa, Caloocan, Mariquina, Baluiag, Guinobatan, San Pablo, Tacloban, Davao, Zamboanga, Silang, Tuguegarao, and Pagsanjan.

"The adaptability and simplicity of the new apparatus which renders its operation a matter of utmost ease, virtually assures the prospective wiring of most of the theatres in the Phillipines," O. S. Cole, President of the Lyric Film Exchange stated, "In many cases the one obstacle, aside from that of price, facing provincial exhibitors, was the difficulty of operating and servicing the complicated apparatus. Given equipment of simple construction, one that could be operated with ease, it is easy to foresee that the time when 90 percent of the theatres in the Islands will be presenting talking pictures."

Here is another bit of evidence as to how "N. L." takes a holiday. You remember last August, he was holidaying in England and came back with the Gaumont British offer of $75.00 cash a share for Famous Players Canadian?

Tom Daley Leaves The Tivoli Theatre

AS PART of the continuance of the Canadian policy of operating Famous Players Canadian, by Paramount Publix, as usual, Tom Daley is to leave the Tivoli to manage the Imperial, which is to have Jack Arthur presentations. Other changes are enumerated in this week's issue.

The Uptown is to become a split week and goes into the second run class!

It took years of effort, upon the part of the Famous Players Canadian, aided by Jack Arthur presentations, to make The Uptown a real first-class picture house. Previously Vaughn Glaser contributed about seven years of successful showmanship in the making of this Uptown; and now all this investment is to be wiped away; and right in the face of the evidence that the business section of Toronto is moving and centralizing itself right around The Uptown location!

Now is this a lack of showmanship on the part of Paramount officials, or is it because The Uptown belongs to Loew's; and the Imperial is Paramount's house, that The Uptown is to be killed to fatten the Imperial?

THE IMPERIAL has a certain patronage which does not go to The Uptown; and the patronage of The Uptown will not divert itself to The Imperial, nor will Tom Daley carry the Tivoli Theatre patrons to the Imperial either.

We have an idea that The Tivoli is not owned by Paramount either, but run for the benefit of its original shareholders!

Changes Made In Famous Players Managers

The Famous Players Canadian Corporation has just announced that there will be several changes in the personnel of their theatres in Toronto, Ont. The following are the changes to be made:

Tom Daley, well-known manager of the Tivoli Theatre, who has managed its affairs for the past few years, will assume the managership of the Imperial Theatre, Yonge Street, when this theatre has its new stage band shows and Jack Arthur presentations, in addition to the talking pictures.

Mr. Morris Stein, who is the present manager of the Imperial Theatre, has been appointed district supervisor of the Toronto Suburban houses.

James Lynch, better known as Jimmy, manager of the Runnymede Theatre, will take Daley's place at the Tivoli.

Mr. W. G. Griffith, former Toronto boy, who once managed the Regent Theatre, Adelaide Street, will succeed Mr. Lynch at the Runnymede.

Permit Refused for Construction

A delegation headed by Alderman Dubreuil requested that the city refuse a permit for the construction of a theatre on St. Denis St., Montreal, Que. The permit was asked for by the owners of the Citizens Theatre. A by-law of the city states that no theatre may be built within 500 feet of a school.

The chairman of the executive committee, Alderman Bray, said that he had granted the permit as the Alderman of the Ward was in favour of it. As the delegation of citizens are agains it, the permit will not be granted.

Safe Stolen

Thieves entering the Moncton Theatre, Moncton, Ont., got away with a small safe containing $300 in silver. Although a side door was found open, it has not been definitely ascertained as to how the thieves entered the building, as this side door opens from the inside.

No arrests have been made, but the police are still working on the case.

Fox Takes Pictures Earthquake in Italy

Mr. Truman H. Talley, General Manager of Fox Film Corporation, announced that the first sound motion pictures of the Earthquake in Italy, were sent by Fox Movietone News to all points in the United States and Canada.

The pictures were taken in and around Melfi and Naples, where the earthquake was the worst. They were developd and rushed to America as quick as possible, in fact, in record time. They show general views of the devastated area, fleeing survivors and pathetically desolate emergency lines. These are topped by some human interest shots of th peasants describing the catastrophe.

Radio Pictures

Mr. Charles Rosenzweig, General Sales Manager for Radio Pictures, announced that they have just closed a deal with Famous Players Canadian Circuit. Contracts have been negotiated, and under the terms of the agreement, 1930-31 product of Radio Pictures is to be shown throughout the houses of the Canadian Theatre organization.

RKO Acquiring Pathe

RKO has acquired Pathe, and will utilize this organization as a producing unit. Charles R. Rogers will produce for Pathe; and will in addition to feature product, provide RKO with its own newsreel.

FOR SALE
One Phototone, complete (disc) for sale cheap. For full particulars write
ROYAL THEATRE, FORT FRANCES, ONTARIO.

FOR SALE
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Motiograph Sound Projectors—Complete Model H Motiograph Projector with Cylindrical Rear Shutter and Low Intensity Reflector Arc Lamp, with Massive Sound Base with Driving Motor and Cushioned, Filtered Turn-Table, and with Sound Track Head Assembly. Built in one complete, compact, convenient, capable unit.

Supreme Track Heads and Turntables for Powers or Simplex Projectors. Excellently machined, perfectly designed, easily attached, perfect results on track or disc. Built by engineers to exacting requirements.

Celco Junior Equipment with Supreme Track Heads, and Turntables, Vocalite Sound Screen, Operadio Speaker, Operadio Main Amplifier, Operadio Faders, and Operadio Head Amplifiers, complete with Batteries, Tubes, etc., $3,750.00.

Celco Senior Equipment with Operadio Amplification, complete and Motiograph Sound Projectors, Vocalite Sound Screen and accessories, $7,000.00.

Ask for full particulars of our time payments.

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Show Business

(Special to Digest from Ottawa)

Officials of organized labor in Montreal are continuing their agitation against robot music in the theatres. At a meeting of the Montreal Trades and Labor Council on August 8, arrangements were made for a series of free concerts in local parks "to educate the people to appreciate real music" and to give employment to the musicians. It was also decided to send three delegates to the meeting of the Trades and Labor Congress at Regina in September when the situation in Canada will be discussed. The labor men are continuing to raise funds to support the out-of-work musicians.

J. T. Foster, president of the Montreal council, was present after a trip to Europe and told the gathering that mechanical music was not proving a hit on the continent. He summed up his talk with the following:

"Ultimately the public will rebel against mechanical music and we shall have the human element back in the theatre."

Considerable uproar has followed the decision of Magistrate Keith in the County Police Court that miniature golf courses could be operated on Sundays although theatres are forced to close. This ruling was made by him in dismissing an action against the proprietor of a Tom Thumb course for violation of the Lord's Day Act. Hon. W. H. Price, Attorney-General for Ontario, has announced that protests have been received from clergymen and exhibitors, and stated that the decision would be appealed.

War veterans who are still convalescing from the effects of wounds received in the Great War are yet being accorded the courtesy of admission at B. F. Keith's Theatre, Ottawa. Every Friday Manager Joe Franklin is host to a party of convalescent soldiers from the local hospital.

An interesting experiment was tried by Manager Harry Dahn of the Capitol Theatre, Montreal, during the week of August 9, in the presentation of a program made up exclusively of French talking pictures. This was done after he found that the large local French populace took kindly to a series of French talking comedies as added attractions in recent weeks.

The bill comprised: Paramount feature "Un Treu Dans le Mur" ("A Hole in the Wall"); comedy, "Amies de Pension;" novelty, "Clowneries;" music film, "Clinque Musicale," and French numbers by the house orchestra.

The Princess Theatre, Montreal, will be the first run house locally for United Artists during the next twelve months, the whole schedule of releases having been booked.

Special British productions opened as road show attractions at former legitimate theatres in Montreal and Toronto on August 16, the features being presented twice daily at $1.50 top with seats reserved. "Atlantic" was booked into His Majesty's Theatre, Montreal, by Regal Films, Limited, while "Splinters," a war feature made under the supervision of Paramount, went to the Royal Alexandra at Toronto. Both followed long runs of "All Quiet on the Western Front," the latter having set a Montreal record at His Majesty's with an engagement of five weeks.

(Special to Digest from Winnipeg)

Addressing projectionists and moving picture exhibitors of Winnipeg at the Gaiety Theatre, July 28, F. H. Richardson, of New York, a leading authority on film projection, emphasized the importance of the booth and its "brain power" with relation to the exhibiting of motion pictures; advocated closer contact between managers and operators as the "short cut" to increased business; revealed a fund of interesting information concerning wider film, an innovation which he predicts will be almost as revolutionary in public appeal as talking pictures, and commented on television. Mr. Richardson stated that it would be some time to come before television became an important factor in screen entertainment. Following Mr. Richardson's address, a banquet was held at the St. Charles Hotel.

Police officials at Toronto have issued instructions to local exhibitors to discontinue patronage-building stunts, such as gift nights, lucky ticket draws and country stores under penalty of fines. The order has hit neighorhood theatres, which had made a specialty of prize distribution on certain nights.

The Quebec Government has placed a ban on lotteries and sweepstakes which had become quite common, following the sale of fake tickets over a wide area.

Leo Murray Devaney, formerly of Cleveland, Ohio, appointed director of R-K-O Theatres of Canada with headquarters at Toronto, is no stranger to Canada. Devaney was born in Toronto in 1892 and after graduating from St. Michael's College became a reporter on the staff of the Toronto Daily News, eventually turning to theatre publicity and exploitation with Mike Shea at Buffalo. Returning to Canada he joined the Fox Film Corporation, Limited, and rose to the Canadian Fox General Managership. In 1925 he went to South America but returned to Toronto where he was appointed sales manager for Canadian Universal, also acting as special sales representative. In August, 1926, he was appointed Universal branch manager at Cleveland and moved to Detroit, Mich., in recent months.

Leo Devaney has proved both a popular and efficient executive and his return to the Dominion has aroused wide interest.

J. Earl Lawson, chairman of the Exhibitors Co-Operative of Canada, a film buying pool for 60 independent exhibitors of Eastern Canada, has been re-elected a member of the Federal House of Commons representing the riding of West York. Lawson leads the strongest group of independents in the theatre field of the Dominion and is active in their behalf.

Mr. W. C. Boyd, who recently purchased the Empire Theatre, Peace River, Alta., has started work on same. The interior and exterior are to be completely renovated, and talkie equipment to be installed in the near future.

Round About the Studios

The ever-debonair Adolph Menjou, recently signed to a contract with Metro-Goldwyn-Mayer.

Adolphe Menjou, who made his return to Hollywood by playing in a Spanish and French version of "Slightly Scarlet" for Paramount, is to appear again at this company's studio in an English speaking production. He has just been signed for the role of Gary Cooper's rival in love for the new production "Morocco" in which Marlene Dietrich is co-featured. The picture, which is based on Benny Vigny's story of the French Foreign Legion, "Amy Jolly," has just gone into production on the Paramount lot under direction of Josef von Sternberg.

Writer-directors having proved their value to Fox Films, John Farrow has been added to the list and is now working on "First Love," which he is writing. "First Love" will mark Farrow's debut as a director.

Monta Bell has chosen Henry Kolker to play Mr. Benson and Mary Forbes to play Mrs. Benson in the talking and singing version of "East is West" which he is directing at Universal City starting this week. Lupe Velez is featured, with Lewis Ayres playing Billy Benson and Jean Hersholt, Charlie Yong.

Shooting has begun this week on British International Pictures' latest production, "Almost a Honeymoon," Monty Banks directing. Miss Dodo Watts fills the part played by Renee Kelly on the stage. Miss Watts has just finished in Maurice Elvey's "The School for Scandal" at the neighbouring British and Dominions Studios.

Maurice Chevalier has just been elected an honorary member of L'Academie du Cinema Francais, the French Academy of Motion Picture Art, which has lately been founded in Paris under the chairmanship of M. Louis Lumiere, European film pioneer. A gold medal emblematic of his election is being sent to Hollywood where the French star is making "The Little Cafe" for Paramount under the direction of Ludwig Berger.

Columbia's "The Sqealer" company, under the direction of Harry Joe Brown, has just gone on location. Simultaneous with the departure Matthew Betz and Arthur Houseman were added to the cast. Jack Holt and Dorothy Revier are featured in the production with Davey Lee and Zasu Pitts prominent in the support. "The Squealer" is an authentic action drama depicting life on the old Barbary Coast, adapted from the famous stage play by the same name.

The new title of the Oscar Straus special which Warner Bros. are producing is "Adam and Evening." Formerly the picture was called "Danube Love Song." Harvey Thew has written the story while Joseph Jackson is responsible for the talking picture scenario. No cast has yet been selected.

Universal announces "The Cat Creeps," adapted from John Willard's play, "The Cat and the Canary." It will go into production shortly under the direction of Rupert Julian. The cast includes Helen Twelvetrees, Jean Hersholt, Raymond Hackett, Lilyan Tashman, Theodore Von Eltz, Montague Love, Blanche Frederici, Neil Hamilton and Elizabeth Patterson.

Dorothy Lee, featured with Bert Wheeler and Robert Woolsey in RKO Radio Pictuers' wartime comedy with music, "Half Shot at Sunrise," may be the smallest and daintiest of film comediennes, but she's a member of the United States Women's Lacrosse Team, just the same.

The Ramon Novarro starring picture formerly called "The Singer of Seville," has been re-named "Call of the Flesh." Dorothy Jordan, Ernest Torrence and a large cast appear in support of the star under the direction of Charles Brabin.

Fred Guiol, director of several Pathe two-reel comedies on this season's schedule, provided the story for "Two Plus Fours," in collaboration with Charles Callahan. Raymond McCarey makes his directorial debut with this short attraction.

Greta Garbo, in characteristic pose. Her next picture for Metro-Goldwyn-Mayer will be "Romance."

Lawrence Gray, handsome Columbia star, whose next starring vehicle is "Temptation."

Charlie Murray returned last week from Europe and early this week will start for Universal City. His first business after landing in New York was to sign a contract with George Sidney to appear in Universal's fifth "Cohens and Kellys" feature. This one will be entitled "The Cohens and Kellys Hunting Big Game in Africa." Clarence Hennecke is working on the script.

Lew Kelly, well known character actor who scored on the English stage as Garrity in the London presentation of Ralph Spence's stage thriller, "The Gorilla," plays the role of a "nut" in "One Nutty Nite," a two reel Pathe comedy just completed under the direction of Wallace Fox.

Phyllis Crane, popular ingenue and comedienne who has recently played important roles in "Dumbells in Ermine," "The Lottery Bride," and "The Girl Said No," makes her Pathe debut opposite Robert Agnew in "Hold the Baby," a two-reel comedy to be released this month.

William Harrigan is another one of those "and never a rest between pictures" actors. He no sooner finished one of the featured roles in 'Men On Call," Fox picture starring Edmund Lowe, than he was assigned to a principal part in "Stolen Thunder," in which J. Harold Murray and Jeanette MacDonald will play the leads. Shortly before he was assigned to "Men On Call," Harrigan played in "On the Level."

Reginald Denny will have to get back the English accent he has been losing for his role in "Those Three French Girls" in which he will be featured with Fifi D'Orsay. In the Metro-Goldwyn-Mayer comedy film, Denny will play the part of a blithe young Britisher with nothing particular on his mind except, wine, women and an occasional song.

Ray Lewis

in the

Canadian Moving Picture Digest

Says:

"We note that among the British releases "Atlantic" is coming! Criticisms of this picture place it in the superlative class; and these criticisms are not based on reviews won for "Atlantic" in Great Britain, but tributes that have come from American Showmen."

"Atlantic" is the first of the British Super-Features to be released in the Series Regal is Bringing to Canada.

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